



Virginia Green Lodging Profile:



Crowne Plaza Williamsburg

Williamsburg, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Crowne Plaza Williamsburg

"This is a full service hotel with 303 guest rooms and 19,000 square feet of meeting space."

Green Statement: "This program is a company wide initiative."

CORE ACTIVITIES for Lodging

“☒” This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Crowne Plaza Williamsburg** can expect the following practices:

☒ **Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Minimize use of bleach and chlorinated chemicals

☒ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Provide clearly marked recycling bins or drop off locations for guests
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease
- Donate excess food from event
- Have an effective food inventory control to minimize waste
- Purchase locally grown produce and other foods
- Use reusable dishware and glassware, and minimize use of disposables
- Use disposable containers made from compostable materials
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles

- Use menus and table placards as an opportunity to communicate green activities
- Print menus on recycled content paper with soy-based inks
- Use the Virginia Green logo to indicate organic, local or sustainable menu choices
- Use bulk soap dispensers in public restrooms
- Use a last-in/first-out inventory and labeling system
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Have installed high efficiency hand-dryers in restrooms
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers
- Use integrated pest management (IPM)
- Grind and compost all plant materials

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - low flow restrictors on faucets and showerheads
 - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan which utilize drought tolerant species, metering and rain gauges
- Maintain vegetative buffers around streams and ponds

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Calculate the pollution factors of their energy usage
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Perform preventative maintenance on HVAC system
- Have individual thermostats for each room/area
- Purchase EnergyStar-rated computers, copiers, and appliances
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Use EnergyStar's Benchmarking Tools for the Hospitality Industry

☒ **Green Events Package.** The facility must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of "green meetings/conferences" in marketing packages

For more information on **Crowne Plaza Williamsburg**, see www.cpwilliamsburghotel.com or contact **Jack Zimmerman** at jack.zimmerman@crestlinehotels.com or 757-414-4441.

For more information on *Virginia Green Lodging* program, see www.deq.virginia.gov/p2/lodging or go to www.viriniagreentravel.org



Virginia Green Lodging program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

